

ISSUES REPORT
FOX 17 WXMI 3rd QUARTER
July 1, 2006 – September 30, 2006

Listing of issues and some “Fox 17 News At Ten” stories designed to focus on these ideas.

1. **ARTS & CULTURE:**

- A. “GR Fireworks Show” 07/04/06 2:20 10pm
The annual July 4th fireworks show was almost cancelled due to a lack of funding, but a sponsor came through and the show went on.
- B. “World Champ Magician” 08/09/06 2:30 10pm
Local magician named world champion at competition in Beijing.
- C. “Celebration in the Rain” 09/09/06 2:30 10pm
Annual end-of-summer celebration in downtown Grand Rapids plagued by rain this year. Fireworks postponed Friday, but went off Saturday during a break in the rain.

2. **CRIME & SAFETY:**

- A. “Stop the Violence Expert” 07/03/06 2:45 10pm
Woman runs parenting program meant to make better parents and in turn, less violent/dangerous children. She spoke to SE Grand Rapids community members after the area was plagued with a number of shootings.
- B. “Michigan City Fatal Fire” 08/13/06 2:20 10pm
Four people killed in house fire just over the Michigan border in Indiana. A large number of presumably illegal immigrants lived in the house.
- C. “Homicide Vigil” 09/16/06 2:10 10pm
Memorial vigil held for Grand Rapids murder victim one year after his death.

3. **DRUGS & ALCOHOL:**

- A. “Spray Paint Huffing ID” 07/02/06 2:30 10pm
Several area retail stores now asking for identification from customers wanting to buy aerosol products and not selling them to people under age 18 in an effort to curb huffing—getting high by inhaling the fumes.
- B. “Meth Lab Find” 08/05/06 2:10 10pm
Police bust a meth lab in a Kalamazoo County mobile home park, just the latest in a series of drug related problems there.
- C. “Substance Abuse Speech” 09/13/06 2:25 10pm
Cedar Springs school and community leaders bring anti-drug program to town as drug use becomes an increasing problem in rural communities.

4. **ECONOMY:**

- A. "Granholm In Town" 07/22/06 :50 10pm
Michigan's Democratic governor visits Grand Rapids in campaign stop to talk about Michigan's sagging economy, blaming many of today's problems on policies put in place by the state's former Republican governor.
- B. "DeVos Auto Problems" 08/23/06 2:00 10pm
Michigan's Republican gubernatorial candidate blasts Republican President Bush for failing to meet with big three automakers as massive cuts in the industry weaken Michigan's economy.
- C. "Consumer Hard Drive" 09/18/06 2:20 10pm
Experts blame sluggish economy, especially big three automaker cuts, for increasing number of home foreclosures in Michigan.

5. **EDUCATION:**

- A. "K16 Funding Fight" 07/13/06 2:50 10pm
We explore the K16 Initiative which would guarantee funding increases for public schools at the rate of inflation. Backers are trying to get the issue on the November ballot.
- B. "Holland Teachers" 08/07/06 2:15 10pm
Teachers in Holland finally accept contract deal from the district after – years working a year without a new contract.
- C. "Alger School Overcrowding" 09/14/06 2:20 10pm
Brand new middle school in Grand Rapids overcrowded because so many students now want to go there, even coming over from other areas of town.

6. **EMPLOYMENT:**

- A. "Steelcase Buyouts" 07/07/06 2:15 10pm
Local furniture maker offering buyouts to up to 100 workers. Today is the deadline to accept.
- B. "Autodie Shutdown" 08/23/06 2:15 10pm
Autodie of Grand Rapids announces to its 250 employees it will shut down due to increasing competition from overseas. The company is holding out hope for a new buyer who could save the jobs.
- C. "New GRPD Officers" 09/08/06 2:25 10pm
Five recruits sworn in as Grand Rapids police officers; one of them, a third generation member of the force, only the second time that's happened in GRPD history.

7. **ENVIRONMENT:**

- A. "Fishing Season" 07/03/06 2:20 10pm

Salmon getting smaller because invasive species are eating their food source. Four states have agreed to stock fewer salmon in Lake Michigan in hopes the ones that are there will get bigger.

- B. "Dangerous Waves" 08/02/06
Rare closure of pier and water at Grand Haven State Park beach after nearly a dozen people got caught up in dangerous waves.
- C. "Cougar Meeting" 09/07/06 2:15 10pm
Wildlife conservationists and cougar spotters go before Michigan's Natural Resources Commission to argue for new protections for the state's cougar population.

8. **DIVERSITY/ ETHNIC/ MINORITY:**

- A. "Godfrey Lee Mascot Mural" 07/12/06 2:30 10pm
School board decides to pay artist who created a mural on the wall of the Lee High School gym after threatening to withhold payment because the school mascot, the "Rebel," was painted in a darker skin shade than in the artist's submitted sketch of the planned work. Artist says the mural represents a diverse student body.
- B. "Shepard Mom Speaks" 09/14/06 2:05 10pm
The mother of Matthew Shepard, a college student in Wyoming who was killed in a hate crime because he was gay, brings a message of tolerance to Grand Valley State University.
- C. "On Campus" 09/21/06 2:25 10pm
After 20 incidents of discrimination reported at Grand Valley State University last school year, the college is implementing a new plan to fight intolerance this year. Students are being encouraged to report any new cases.

9. **FAMILY:**

- A. "Gene Therapy Boy" 07/02/06 2:30 10pm
Family will travel to China for controversial gene therapy for their 7-year-old boy, which is not available here in the U.S.
- B. "Hallman One Year Later" 08/14/06 5:20 10pm
One year anniversary of Kalamazoo police officer's suicide. He was being investigated for molesting a family member at the time of his death, but despite the suicide, there are still questions over whether the assault actually happened.
- C. "Father Son Search" 09/01/06 2:20 10pm
Family is desperately searching for a father and son who went fishing and did not return. Their boat was found floating empty in the lake (their dead bodies surfaced several days later).

10. **GOVERNMENT RESPONSIBILITIES:**

- A. "Cemetery Dispute" 07/01/06 2:25 10pm
Local leaders in Nunica are working to enforce cemetery rules against decorating grave sights. Some families are furious and say they're being targeted.
- B. "Single Business Tax" 08/09/06 2:25 10pm
State lawmakers vote to eliminate the single business tax by the end of next year, hoping it will help spur the state economy.
- C. "Fire Staffing Concerns" 09/12/06 2:25 10pm
Fire department staffing levels in Grand Rapids are being discussed following a man's death after he called 911 for medical help. City commissioners tell fire chief to ask for more money if he needs to increase staff.

11. **HEALTH CARE:**

- A. "Emergency Blood Shortage" 07/18/06 2:20 10pm
Blood donation centers are putting out an emergency call for donors, saying supplies are at dangerously low levels.
- B. "Spectrum Health Merger" 08/16/06 :55 10pm
Spectrum Health wants to merge with Michigan Medical PC. The plan would later be abandoned.
- C. "Cervical Cancer Vaccine" 09/12/06 2:10 10pm
Michigan lawmakers consider making it mandatory for 6th grade girls to get a cervical cancer vaccine. Some people don't want it to be mandatory, since the vaccine actually prevents against the sexually transmitted disease that can lead to cervical cancer—they say it's sending the wrong message about sex.

12. **HOUSING/ HUNGER:**

- A. "Muskegon Luxury Condos" 07/13/06 2:05 10pm
Developers are planning to build a \$15 million luxury condo development right on the water in Muskegon.
- B. "Vacant House Issues" 08/10/06 2:05 10pm
Neighbors rally to get something done about a vacant house with a tree for the roof that has sat that way for more than a year.
- C. "Community Repair Day" 09/09/06 2:00 10pm
Low income families and people with disabilities get volunteer help with housing repairs.

13. **SPECIAL PROGRAMMING:**

Our news coverage features a unique "franchise" segment for each night of the week. Below is an example from each segment:

- A. "Consumer Hard Drive: Nigerian Scam" 07/17/06 2:35 10pm
In our Monday consumer segment we uncover a popular e-mail scam that people are still falling for.

- B. "Tech Trends: Comcast On Demand" 07/18/06 2:25 10pm
In our Tuesday technology segment we explain how the local cable company's newest service works.
- C. "Back Story: White Pine Trail" 08/02/06 3:20 10pm
In our Wednesday segment about how local people, places and things got their start we feature the White Pine Trail.
- D. "On Campus: Computer Gaming" 08/10/06 2:40 10pm
In our Thursday segment about life at college, we feature Davenport U's new computer gaming and simulation degree.
- E. "Best of the Web: Classifieds" 09/08/06 1:20 10pm
In our Friday segment about the best websites online, we feature the best classified ad sites.
- F. "West MI's Most Wanted: Jack in the Box" 09/16/06 2:05 10pm
In our Saturday crime fighters' segment we profile the case of an unidentified man whose burned body was found stuffed into a trunk in a field.
- G. "GR Business Journal: Govt. Suppliers" 09/24/06 2:05 10pm
In our Sunday partnership with the "Grand Rapids Business Journal" we preview their upcoming article on two local women who are in the business of finding supplies for the government online.

14. **YOUTH & ELDERLY:**

- A. "Young Hunters Law" 07/11/06 2:30 10pm
Governor signs bill dropping legal hunting age to age 12 for big game, age 10 for small game.
- B. "Kids Drag Race Cops" 08/13/06 2:15 10pm
Allegan County Sheriff Department invites young drivers to drag race against them at the local racetrack, hoping to break down barriers and ultimately cut down on illegal drag racing.
- C. "Clothes For Iraqis" 09/03/06 2:15 10pm
High school students collect used clothing to send to the needy in Iraq.

COMMUNITY ISSUES /PUBLIC SERVICE ANNOUNCEMENTS

FOX 17 WXMI 3rd Quarter

July 1 – September 30, 2006

Listing of some of the Public Service Announcements aired. The Public Service Announcement list is updated quarterly and the PSAs run in rotation.

1. ARTS & CULTURE:

A.	Enjoy The Arts	:30	7/1-9/30
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2. CRIME & SAFETY:

A.	Bully Hotline	:25/:30	7/1-9/30
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B.	Exchange A & B	:30/:60	7/1-9/30
	Educates viewers on on-line safety tips		

C.	The Jungle	:30	7/1-9/30
	Educates children on online safety tips		

D.	Stop the Silence	:30	7/1-9/30
	Educates viewers on sexual abuse		

E.	Father/Son 1&2	:15/:30	7/1-9/30
	Educates viewers on domestic violence		

F.	Make A Plan	:30	7/1-9/30
	Emergency preparedness		

G.	MAB/Be Safe-Be Seen	:30	7/1-9/30
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H.	Protect Yourself	:15	7/1-9/30
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3. DRUGS & ALCOHOL:

A.	MAB/For The Kids	:30	7/1-9/30
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B.	MAB/Jamie Meth	:30	7/1-9/30
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C.	MAB/Like Your Rx	:30	7/1-9/30
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D.	Meth Baby	:30/:60	7/1-9/30
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E.	Alcohol Prevention/Lisa & David	:30	7/1-9/30
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F.	Bus Stop/Darkroom/Boxing	:30/:20	7/1-9/30
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Drug prevention for teens

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| G. | Drum Solo | :30 | 7/1-9/30 |
| H. | Karaoke
PSA on the dangers of buzzed driving | :30 | 7/1-9/30 |
| I. | Drug Prevention – Pool | :60/:30/:20 | 7/1-9/30 |

4. EDUCATION:

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|----|--|---------|----------|
| A. | Born Learning | :30/:15 | 7/1-9/30 |
| B. | Blowfish/Jonesy Kitty/ Sock
Encourages after school involvement to kids | :30 | 7/1-9/30 |
| C. | MAB/Javonte
School of Choice | :30 | 7/1-9/30 |
| D. | Heroes
Honors teachers and mentors | :30/:60 | 7/1-9/30 |
| E. | Kent County Literacy | :30 | 7/1-9/30 |

5. FAMILY:

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|----|------------------------------------|-----|----------|
| A. | Gift/Hamster
Encourage adoption | :30 | 7/1-9/30 |
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6. HEALTH & FITNESS:

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|----|---|---------|----------|
| A. | MAB/Sex Can Wait | :30 | 7/1-9/30 |
| B. | Grandpa, Birds, Bulls Eye
Childhood Obesity Prevention | :30/:15 | 7/1-9/30 |
| C. | Mr. Bicycleman | :30 | 7/1-9/30 |

7. HOUSING/ HUNGER/ASSISTANCE:

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| A. | Make a Plan
Educates viewers on emergency preparedness | :30 | 7/1-9/30 |
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8. **OTHER:**

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| A. | Appreciation
Teaches gratitude and appreciation to children | :60/:30/:20/:15 | 7/1-9/30 |
| B. | Dreaming
Encourages children to follow their dreams | :60/:30/:20/:15 | 7/1-9/30 |
| C. | The Race
Encourages children to lend a helping hand to the disabled | :60/:30/:20/:15 | 7/1-9/30 |
| D. | Reach
Encourages integrity among viewers | :15 | 7/1-9/30 |
| E. | Booster Seat Education
Educates caregivers on booster seat usage | :30 | 7/1-9/30 |
| F. | Cafeteria
Promotes friendship in pre-teens | :30 | 7/1-9/30 |
| G. | USO PSA | :90 | 7/1-9/30 |

FOX 17 ON-AIR TALENT APPEARANCES
3rd Quarter 2006

FOX 17 makes an attempt to be involved in community events by having FOX 17 News on-air talent involved. The following lists some of the appearances made by news talent during the third quarter of 2006.

DATE	TALENT	EVENT
8.5.06	Amy Turner Mike Avery	Coast Guard Festival Parade
8.13.06	Tim Doty	Meijer LPGA Charity Pro-Am
8.19.06	Michele DeSelms	Easter Seals Walk with Me Event
9.17.06	Christian Frank	March of Dimes Ride for Babies
9.23.06	Peter Chan	Study Smart Workshop 2006
9/8,15,22,29/06	Tim Doty Brent Ashcroft	H.S. Football Game of the Week

FOX 17 Special Projects
3rd Quarter 2006

McDonald's High School Scholar Athlete of the Week

FOX 17 continued its community service project commitment with McDonald's Restaurants throughout the 3rd Quarter of 2006. McDonald's High School Scholar Athlete of the Week recognizes high school student athletes who excel in the classroom, on the playing field, and in their communities throughout West Michigan. A :30 spot airs in rotation throughout the day encouraging viewers to visit wxmi.com to nominate an athlete.

Each Monday night an athlete is profiled during "FOX 17 NEWS AT TEN" and on FOX 17's web site. Scholar athletes receive a framed McDonald's Scholar Athlete of the Week certificate as well as \$10 worth of McDonald's gift certificates.

On Air Schedule

September 18- September 30, 2006 (:30 Spot & Online)

Meijer Greater Grand Rapids LPGA Celebrity Pro-Am

In August FOX 17 teamed up with Meijer and the Elks gold club to present this annual event. FOX 17 featured this event in our sports coverage leading up to the event to make people aware of it and encourage viewers to stop out and watch the LPGA players. The primary beneficiary of the event was Gilda's Club which is a charitable organization whose goal is to help cancer patients and their families deal with the disease.

The event was held on August 13th with a pairings party the day before. FOX 17's Tim Doty co-hosted the pairings party and auction.

On Air Schedule: Featured in our nightly sports segment during the week leading up to the event.

FOX 17 Student News

FOX 17 partners with West Michigan area high schools, colleges, and universities to create and air “FOX 17 Student News”. Participating schools plan, write, produce, and tape a 28 minute public affairs program. The topics are chosen by students and deal with issues that many young people face today. The goals of this project are to provide interesting and unique programming to our community and to encourage and develop the broadcasting and media professionals of tomorrow. FOX 17 committed to airing a segment of FOX 17 Student News once or twice each month throughout the year. A :20 PSA ran promoting the upcoming Sunday’s segment.

On Air Schedule

We promote each airing of “FOX 17 Student News” one week leading up to the on-air date.

“FOX 17 Student News” 3rd Quarter Airings

<u>Date</u>	<u>Time</u>	<u>School</u>	<u>Topic</u>
July 9	6a	WMU	Various College Topics
August 13	6a	GVSU	Various College Topics
September 10	6a	Allegan	Drinking and Driving

Easter Seals Walk with Me

On August 19th the Easter Seals held their annual Walk with Me event. FOX 17 was a proud sponsor of the event. FOX 17 had a walk team take part in the event and raise money for the Easter Seals. Additionally FOX 17's Michele DeSelms served as the co-host for the event. FOX 17 produced a series of spots to promote the event and build awareness for Easter Seals. Additionally FOX 17 donated an on-air schedule to ensure that the spots were seen by our viewers.

On Air Schedule: August 14 – August 19 (:30 Spot & Online)

March of Dimes Ride for Babies

On September 17th the March of Dimes held their annual Ride for Babies event. FOX 17 was a proud sponsor of the event. FOX 17 produced a spot and ran the spot at no charge to promote the event and build awareness for the March of Dimes. FOX 17 also featured this event on our website along with information on how to register to take part in the event. Additionally FOX 17's Christian Frank served as a co-host of the event and was an integral part of planning and executing the event.

On Air Schedule: August 21 – September 17 (:30 Spot & Online)

FOX 17 Careforce Community Calendar

Throughout the 3rd quarter of 2006 FOX 17 continued our commitment to non-profit organizations throughout the community by maintaining our “FOX 17 Careforce Community Calendar”. The community calendar is a way for local organizations to have their charitable events publicized at no charge. FOX 17 runs spots promoting the Community Calendar, both as a place to post your event and as a place to go to when you’re looking for a positive community event to get involved in. The “FOX 17 Careforce Community Calendar” is updated monthly and featured on our website.

On Air Schedule: July 1 – September 30 (:30 Spots & Online)